So, What Can Cause Low Ranking Of Your Website On Google?

If you are looking for the reason for your website ranking poorly on Google, there is nothing to worry about since this problem is shared by thousands of others. They have spent lots of time and money in developing a website but are confused about the reason for low traffic. Remember that there is more to it other than just developing a website to rank well in Google search. There are hundreds of parameters kept in mind by Google before ranking any website. You can work with **WordPress developers in Pakistan** to figure out how to solve your ranking issues.

Your Website Is New

One of the most frequent causes for a site not ranking is that it's just a new website. Google will take time to find, crawl, and trust new websites. It is not a matter of a single thing.It is not an instant thing to build authority.

Building successful web pages involves creating content, obtaining quality backlinks and remaining consistent. One should always have patience since success in SEO is not immediate.

Bad On-Page SEO

There are numerous sites that are not optimised and prepared correctly. The absence of title tags, lack of effective meta descriptions, sub-optimal heading structure and keyword abuse are all bad ranking factors.

Utilizing professional **on page SEO services** can assist you make sure that all pages are optimized properly. The more optimized your website is, the easier it becomes for search engines to understand and recognize what your page is all about.

Your Content Is Not Solving Users' Problems.

Google's main objective is to give people the best answers. Without providing value, it may be difficult to rank your content, even with technical optimization.

The content should have solutions to all queries along with some helpful information. Rather than focusing on keyword stuffing, companies should make efforts to create some good content for the benefit of their intended audiences.

You can also increase engagement by getting users to connect with your key pages, particularly your **About Us** page to help users get to know your company and your expertise.

There are technical issues that are holding you back.

Search engine optimization (SEO) issues may stop your site from being crawled and indexed correctly. Common issues include:

Broken links
Slow page speed
Duplicate content
Missing XML sitemaps
Mobile usability problems

Once technical problems start to impact the performance and visibility of a website, many businesses are turning to a **wordpress bug fixing service** to assist them.

Understanding Bug Fixes

Bugs in a website can have adverse effects on user experience and SEO. Visitors might not be able to use your website because of an error in your code, problems with your plugins, a broken layout or problems with functionality.

If you ever thought about **what bug fixes** were, then it is nothing more than identifying and fixing any technical problems that might be preventing a website from working out the way it should. These issues can be resolved to enhance performance, user satisfaction, and search rankings.

Slow Website Speed

The speed of websites is a big ranking element. Users will feel frustrated if pages don't open fast and search engines will privilege websites that offer a rapid browsing process.

The use of compressing images, caching tools, optimizing code and upgrading the hosting can greatly reduce loading times. The higher bounce rate rates and the greater engagement that may happen if the website is faster.

To make sure that their websites are optimized and perform well, many businesses employ professionals who provide **wordpress maintenance services.**

Lack of Quality Backlinks

Backlinks are still a major ranking factor in SEO. Google may not see your website as being authoritative if reputable websites are not linking to it.

Key elements for generating good backlinks are creating excellent content, networking with professionals in the same field, and making sure that your content gets a mention on another site as well. Avoid link building too much because it might hurt your rankings.

Poor Website Structure

If the structure of your website is confusing, you may not be able to find the content you want, and it will be harder for search engines to find your content.

You should have easy navigation and some internal links in your website. For instance, including links to the completed projects in your **Portfolio page** can demonstrate your credibility and project your completed projects. Likewise, when users are referred to your **Blog**, they will find other resources and it will help you distribute your internal links.

Organization of a website is beneficial for both search engine optimization and usability.

Problems Related to Mobile Optimization

In today's time, the majority of searches take place through mobiles. Websites that are not mobile-friendly face huge trouble if they are not mobile optimized.

All three of these factors are essential for modern SEO success. Search engines reward websites that provide a great mobile experience.

One of the most important factors businesses consider when **hiring a WordPress developer in Pakistan Lahore** is their knowledge of mobile optimization and SEO.

You're Not Updating Content

One of the pitfalls of content publishing is to publish and forget. New, fresh and relevant information is preferred by search engines.

By regularly checking existing content, you can:

Update statistics
Improve keyword targeting
Add new information
Fix outdated links
Improve readability

Content which is routinely updated is likely to perform better than content that hasn't been updated in years.

SEO Requires Expertise

There are many website owners who try to do SEO by themselves but they may not be able to get the results they are hoping for consistently without having the knowledge and experience to do the job properly.

As SEO has become a popular and growing aspect of the digital marketing industry, so have the **SEO specialist jobs**. Companies appreciate the worth of experts that grasp keyword research and strategy, content strategy, and technical optimization.

Likewise, **SEO specialist salary** is a subject that goes on and on -- and, as you can see, the need for qualified SEO specialists is growing around the globe.

Maintenance Is Important

SEO is an ongoing process. You will have to continue working on your website by making improvements, watching it, and updating it.

When dealing with technical problems, chances are you will encounter a **wordpress bug fix tutorial** to solve the problems. It can be helpful when you have minor technical problems, while for major ones, it's better to consult an expert.

By maintaining your website through wordpress bug fixes and updates, your website will function well and perform better, avoiding any future ranking problems.

Ongoing website audits and optimizations can be beneficial for businesses that are in the long run and working with a **web developer in Multan** or other experienced professionals.

Step-by-Step guide to start ranking today.

If you don't have a website that ranks, first look at the basics:

Improve content quality
Optimize on-page SEO
Fix technical issues
Increase website speed
Build quality backlinks
Strengthen internal linking
Update existing content
Monitor performance regularly

Simple changes that are executed over time can have tremendous long-term effects.

Conclusion

There could be various reasons why a website does not rank well in Google, including but not limited to technical issues, slow loading pages, poor-quality content, and inadequate Search Engine Optimization (SEO). What is good about this situation is that most of the ranking problems can be detected and fixed when applying the right method. On-page SEO, WordPress development, fixing bugs, and enhancing them are some investments one can make in order to improve the ranking of the website. Businesses can benefit greatly from **WordPress development experts in Pakistan** by optimizing technical issues, producing relevant content, and drawing more visitors to their websites.